

SAN JUAN COUNTY TOURISM PROFILE

County Indicator	2005	2006	2007	% Change 2006-2007	State Ranking
DEMOGRAPHIC					
Population	14,571	14,647	14,807	1.1%	17
Total Non-Ag Employment	3,929	4,086	4,243	3.8%	18
Non-Ag Avg Monthly Wage	\$2,041	\$2,126	\$2,312	8.7%	18
Per Capita Income	\$15,854	\$16,694	\$16,958	1.6%	29
Unemployment Rate*	7.6%	6.0%	5.3%	-11.7%	1
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$26.7	\$26.5	\$31.2	17.7%	18
Travel & Tourism Related Employment	446	483	510	5.6%	18
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$752.7	\$745.5	\$626.5	-16.0%	18
Transient Room Tax	\$248.6	\$267.5	\$413.9	54.7%	13
Restaurant Tax	--	--	--	--	--
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$98.9	\$133.0	\$177.3	33.3%	18
REGIONAL VISITATION COUNTS					
SR 491 UT/CO Traffic Count	795,700	837,675	876,000	4.6%	
SR 163 UT/AZ Traffic Count	658,825	713,575	717,225	0.5%	
SR 162 UT/CO Traffic Count	664,300	720,875	724,525	0.5%	
SR 191 UT/AZ Traffic Count	394,200	401,500	547,500	36.4%	
Glen Canyon N.R.A.	1,908,723	1,876,668	1,894,114	0.9%	
Canyonlands N.P.	393,672	413,587	417,560	1.0%	
Monument Valley Navajo Tribal Park	303,000	273,800	315,000	15.0%	
Rainbow Bridge N.M.	80,999	87,642	81,607	-6.9%	
Dead Horse Point S.P.	137,265	169,206	172,176	1.8%	
Natural Bridges N.M.	121,244	91,288	88,316	-3.3%	
Hovenweep N.M.	26,658	26,341	14,703	-44.2%	
Gooseheads S.P.	58,910	40,761	50,340	23.5%	
Edge of the Cedars S.P.	10,446	17,420	17,555	0.8%	

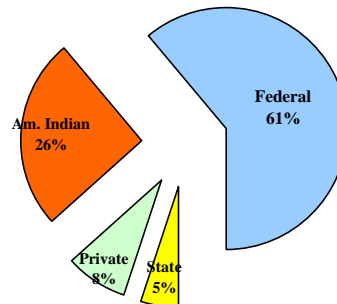
* Several Counties have identical Unemployment Rates

Land Ownership - 2007	No. of Acres	% Total
Total Acres in County	5,005,848	100.0%
Federal Government	3,054,069	61.0%
BLM	2,075,262	41.5%
US Forest Service	449,910	9.0%
National Park Service	528,897	10.6%
National Wildlife Service	--	--
Other •	--	--
State Government	261,791	5.2%
Utah State Parks & Recreation	1,109	0.0%
Utah State Wildlife Reserves	--	--
State Trust Lands	260,682	5.2%
Other ••	--	--
American Indian	1,279,606	25.6%
Private*	412,893	8.2%

- Includes Military and Bankhead Jones land
- Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2007



San Juan County Tourism Profile

